

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS — THE WISCONSIN CHAPTER A. I. A. AND THE PRODUCERS COUNCIL CLUB OF WISCONSIN

STATE ASSOCIATION OFFICERS

Mark F. Pfaller President
Emiel F. Klingler Ist Vice Pres.
Allen J. Strang 2nd Vice Pres.
Leigh Hunt Secretary-Treasurer

EXECUTIVE BOARD

Districts Nos. 1 and 2
Emiel F. Klingler Eau Claire
District No. 3
Harry W. Williams Green Bay
Edgar H. Berners Green Bay
District No. 4
Gage M. Taylor Stevens Point
District No. 5

Sylvester Schmitt Two Rivers Sylvester J. Stepnoski Fond du Lac District No. 6 Allen J. Strang Madison

Alleu J. Strang Madison
William V. Kaeser Madison
Carl W. Schubert La Crosse
District No. 7

Carl Lloyd Ames Milwaukee
Leigh Hunt Milwaukee
John P. Jacoby Milwaukee
Mark F. Pfaller Milwaukee

OFFICERS AND DIRECTORS WISCONSIN CHAPTER A.I.A.

T. L. Eschweiler President
A. L. Seidenschwartz Vice Pres.
Fred A. Luber Sec.-Treas.
G. E. Wiley Edward J. Law
Francis S, Gurda Wm. G. Herbst
Ralph H. Kloppenburg

OFFICERS PRODUCERS COUNCIL WISCONSIN CHAPTER

. R.	Patterso	n	President
orenz	Meyer	Vice	President
C. Ear	Hess .		Treasurer
E. T. 1	Ver Hale	en	Secretary

DECEMBER

1947

VOL. 15 NO. 12

The

Season's

Greetings

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., Editor and Publisher
ELIZABETH SCOTT HUNT, Managing Editor
3800 N. Humboldt Ave., Milwaukee EDgewood 2113

Published Monthly
Subscription, \$1.00 per year
Address all communications for publication to Editor
3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2113

SEVENTH DISTRICT HEARS TALK ON STEEL FRAMES AT DECEMBER MEETING

Henry Penn, Chicago District Engineer of the American Institute of Steel Construction spoke before the December meeting of the Seventh District, State Association of Wisconsin Architects, on "New Schemes in Steel Frames." He was introduced by Mark Pfaller.

Thirty-one were present.

Mr. Penn said that there were many changes in steel construction and design. He outlined the particular changes in connections such as riveting, bolting and welding and showed how bolting is cheaper in the field, where costs are higher than in the shop. A new method of bolting with pressure was described. Another phase of his talk dealt with fireproofing of steel and he noted that the high costs of poured lireproofing makes it impractical. A new feature in design is to omit exterior masonry walls using corrugated steel with insulation in between each layer. Another feature recently developed is the use of rigid frame trusses in lieu of the former open type of truss with many members. The rigid frame truss is a girder with solid sections.

PAUL C. BRUST Seventh District of the State Association of Wisconsin Architects

MINUTES OF MEETING DECEMBER 1, 1947 THIRD AND FIFTH DISTRICTS WISCONSIN STATE ASSOCIATION OF ARCHITECTS

The combined meeting of the Third and Fifth Districts, Wisconsin State Association of Architects was held December 1 at the Colonial Wonder Bar, Appleton, Wisconsin. After dinner Mr. Allen, president of the Third District called the meeting to order. After a reading of the minutes and the approval of same, there were found to be no new items of business. A motion was made by Sylvester Stepnoski and seconded by Julius Sandstedt to hold the next meeting at Chilton, Wisconsin.

A discussion upon reinforced concrete design with emphasis upon the uses of air-entrained cement and the explanation of flat cast concrete sidewall construction was led by Charles Yoder of the Portland Cement Association. Mr. Yoder emphasized the fact that while code limits restricted concrete compressive strength to 3,000 lb. concrete, the reality was that normal concrete generally exceeds this limit and, therefore, concrete design is wasteful of both concrete and steel. Mr. Brevik of the Portland Cement Association also attended.

Present from the Fifth District were: Henry Auler, Julius Sandstedt, Wallace Brown, S. J. Stepnoski, and

F. I. Stepnoski.

Present as guests were: Mr. Wertz and Mr. Knoop. FRANK J. STEPNOSKI, Secretary Fifth District State Association of Wisconsin Architects

ARCHITECTURAL EDUCATION IN 1847

The beginnings of professional architecural education in England stand forth in a clearer light because of Mr. John Summerson, Curator of Sir John Soane's Museum. Celebrating the centenary of the Architectural Association, Mr. Summerson read a paper in April dealing with the beginnings of the Association, as reported in The Architectural Association Journal for May 1947. It is a fascinating story, charmingly told, as may be gathered from an opening paragraph:

'A perfect introduction to the history of our Association was supplied by Charles Dickens, when he created Seth Pecksniff, and described the relations of that celebrated master to Tom Pinch, his draughtsman, and John Westlock and Martin Chuzzlewit, his articled pupils. 'Martin Chuzzlewit' was published in 1843 and there, in broad caricature, is the three-cornered situation out of which this Association grew. Pecksniff is the standard product of the profession in the 'forties—the standard product at its very worst. To the world he is a gentleman, a scholar and an artist; but he builds nothing and lives on premiums extorted from 'pupils' to whom he teaches nothing. Tom Pinch is the patient slave of the office, pathetically trustful of his master, without ambition or hope. Westlock and Martin himself are the more fortunate young men, endowed with the means to pay (500 pounds was the figure) for an education which, however, they do not get. Dickens's picture is complete and although we know-and what a relief it is-that he drew the character of Pecksniff not from an architect, but from a man of letters, it is impossible not to suspect that he may have come across some of those young men-Tom Pinches and Martin Chuzzlewits-who were then in the process of becoming our founders."

But aside from the personalized history of the Association's founding, a view of the ending of the apprentice system and the start of formal instruction will interest architects of this and other countries. Mr.

Summerson writes:

"Certain young architects, just out of their articles, had been writing letters to the editor of *The Builder*, complaining about things in general and more particularly about the instruction, or lack of it, imparted by the average architect to the pupils in his office. The let-

(Continued on Page 8)

UNIFICATION AS PRESENTED TO STATE ASSOCIATION CONVENTION

Because of the importance of the subject, the following talk on Unification given by Mr. Gamber before the State Association Convention on Saturday, October 18, the report by Allen J. Strang, Unification Chairman, and the accompanying explanatory remarks were withheld until this issue when they could be printed in entirity.—Editor.

UNIFICATION WITHIN THE A. I. A. By Branson V. Gamber FAIA State Association Director A. I. A.

It is a pleasure and privilege for me to be attending your annual Convention, and I am most grateful to you for inviting me to be your guest.

First of all, I take pleasure in bringing to you the greeting of the officers and the Board of Directors of the American Institute of Architects, and their best wishes for a successful and profitable meeting.

Your President asked me to address you today on the subject of Unification. As I believe that you know as much about that subject as I do, if not more — I shall confine my remarks to general observations.

In your meetings here, I have noticed that you have unification in a very real sense. There is every evidence that the architects in this state are working together in close cooperation, to solve the problems of the profession, and to insure that the services of our profession to the public shall be improved and increased.

Last evening, in your meeting with the Producers' Council and other elements of the building industry, there was every evidence of the cooperation and good fellowship which is so essential to the success of that industry. As our profession is so important a factor in the relation of that industry to the public which it serves, there must be unity and coordination of the architects' activities with those of all the other industry components.

The members of the architectural profession in Wisconsin have rendered a notable and important service to the profession, the state, the various communities and the public at large. Great progress has been made in a number of fields of endeavor. In this activity the members of the profession have been united by a common desire to improve and advance its interests, and to maintain the standards of its services on the highest level. In this activity are engaged architects who are members of the Wisconsin Chapter A. I. A. and those who are not.

Unification should mean what its name implies,—a unity of aspiration, of effort and accomplishment. It should also mean simplification — one organization at the local or community level, at the state level, and at the national level.

Architects are busy individuals, and there is every advantage in conserving the efforts of each member, or group of members. There is a great need to avoid the overlapping of activities, and the duplication of work, where more than one organization in the community or in the state are trying to accomplish the same results.

With one professional organization in each state, acting as a component of one national organization, there can be unity of action, as required, at all levels. The local group, tied in with the state and the national body, may carry its problems for solution to the level where such assistance can be given. Inversely, the national organization, when the need arises, can seek and obtain the help of the professional group, at the state and the local level.

Only a few years ago the American Institute of Architects had a total membership of 3000. At the present time, the membership is 7000.

There are approximately 15000 architects in the United States today. Of this number about two thirds are in active practice for themselves. There is an indication of a potential membership in the national professional organization of approximately 10,000. With such a membership, the strength of that organization will be recognized, its prestige will be increased, and its influence will be more broadly beneficial.

Just prior to its 1945 Convention, the American Institute of Architects was composed of 73 Chapters and 23 State Association Members. At the present time there are 84 A. I. A. Chapters, and of this number 32 are state-wide Chapters. There are 8 A. I. A. State Organizations. There now remain affiliated with the American Institute of Architects, 8 State Association Members, and at least 3 of these are actively working towards unification with the national body.

I should like to borrow a little from a recent address made by President Douglas W. Orr to the Great Lakes Regional meeting of the A. I. A. at Dayton, a short time ago. I will quote, as follows:-

"The American Institute was formed and incorporated in April, 1857. It is now in its 91st year.

Ninety years ago the professional architect enjoyed scant recognition as a necessary factor in the development of the community or any part thereof. He was handicapped sadly by suspicious and petty jealousies among his fellow practitioners, because of the lack of any accepted standards of professional practice.

The opportunities which the Institute afforded, through its Chapter meetings and conventions, for men to meet in intimate association, and to cooperate for their common cause, broke down many barriers of individual reserve and suspicion.

The American Institute of Architects has contributed greatly to the standards and machinery of practice, knowledge of materials and methods, not alone in documentary form; a fund of information invaluable to the profession, without which guidance practice would be much more difficult. It has labored faithfully and diligently for a broader understanding of architecture as a physical language. If we have not yet realized the complete fulfillment of our aspirations and achievement of our ideals, we can derive much satisfaction from the degree of recognition accorded the profession today.

It is well to keep in mind, too, that the American Institute of Architects is made up of individuals and those individuals, through their Chapters and Associations, determine the policies which are to be pursued. Some may feel that the Institute is something apart, located in Washington, and while it is true that the mechanics of conducting the general activities are carried on in the Octagon, the individual member is still the vital spark of the Institute; and it is only the interest or the apathy that you display which will help or hurt the national body.

Membership in the Institute is, of itself, a certificate of merit in the professional field. That an architect is qualified to render that full measure of professional service to which a client or the public is entitled; that he will practice honorably and willingly make his contributions to the general welfare and the advancement of the profession, is implied by Institute membership.

The Institute has long been eager for an enlarged membership and has constantly stimulated this activity. With the completion of the unification program the Institute will have done all it may to bring the members of the profession together into close working relationship and fellowship. By far, the majority of the architects of the country will be represented in and by the Institute.

However, in addition to unification of members we need unity of purpose, and that presupposes a profession within which the members put the welfare of the profession and the public above their own, at all times.

It is our hope that the Institute may provide the data which will help us to think accurately, to analyze our problems in terms of scientific truths, and develope a maturity based on the understanding and articulation of those principles. We must seek out and use controlling facts. We must have patience, integrity and skill, to the end that these are resolved into a logical conclusion. One of the immediate aims of the Institute is to help its members become more and more proficient, to urge them to accept their responsibilities and so to make their contributions to the public welfare that the Institute may go on to greater endeavors and provide that inspiration and leadership so needed today. This requires endless preseverence and eternal vigilance but we can and must meet the challenge.

An old Arab saying advises: 'When you cross the desert plant trees by the way. You may return, old and weary, to sit under their shadow and eat their fruit.' If we keep architecural practice on the highest level of competence and integrity, if every architect realizes his personal, inescapable responsibility to contribute to the program of his profession and to the welfare of the public, by personal service on committees of the Institute and its local Chapters or other components, on the boards or commissions in his own community, or by other means, then and only then will we have our fruit in abundance and be privileged to enjoy that compensation."

SATURDAY AFTERNOON SESSION October 18, 1947

The meeting reconvened at three o'clock P. M., President Pfaller presiding.

PRESIDENT PFALLER: Fellows, we have about ten minutes and that is all, and then we have to vacate the room

The next order of business will be under the heading of New Business, and under New Business I believe Allen Strang has something to tell us about our unification, if Allen Strang will make his report.

REPORT ON UNIFICATION Allan J. Strang, Chairman

There are probably others better than myself who should be making this report. Both Ed Berners and Leigh Hunt have spent more time on the business of unification in the State than I have, by far, but I opened my mouth at the wrong time and got appointed to this job.

I was a delegate to the national convention at Grand Rapids in April, and became enthused as a result of the State Association meeting there, from listening to the other States' delegates detail their experiences on unification. As a result, when I started talking about it at one of our Directors' meetings I got myself appointed to this job.

In my usual impatience, I thought unification would be accomplished in a few minutes today. I see that I was mistaken. We had a meeting yesterday afternoon,



PAINTS · GLASS

IN HOMES • OFFICES • FACTORIES
INSTITUTIONS • SCHOOLS • STORES

PITTSBURGH PLATE GLASS COMPANY

820 NORTH MARKET STREET MILWAUKEE, WISCONSIN the first meeting of two committees, one from the State Chapter of the Institute, consisting of Arthur Seidenschwartz, who was present by proxy, and Edward Law, from Madison, and Fritz Von Grossman from Milwaukee. From the State Association we had Mr. Hunt Mr. Pfaller, Mr. Berners and myself.

Just as a matter of history, two years ago at our State convention unification was proposed and ratified; that is to say, the association is on record as favoring unification. Last year this was brought before the convention and discussed, and further confirmed.

Just briefly, the situation now is something like this: There are just 300 registered architects in the State. There are just under 160 members of the State Association -- correct me, any of you who have more accurate information. Ed Berners gave me this this morning. There are 110 or 111 members of the Wisconsin Chapter of the Institute. The American Institute of Architects has acted in national meeting to the effect that, I believe, in January of 1949 the State Associations are to go out of existence so far as the Institute is concerned. In other words, State Associations will no longer hold membership in the Institute. That does not mean, we shouldn't confuse ourselves, our State Association has to go out of existence as of that date. It simply means it will have no national affiliation with the Institute after that date.

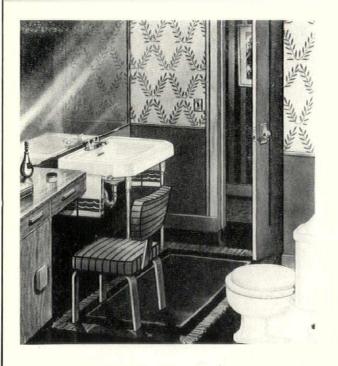
Unification can be accomplished under the terms of the Institute by having eighty per cent of the organized members of the Architects in the State members of the Institute, either as associate or actual members. We have only a matter of about twenty-

three members to go to attain that goal. It was generally decided, I believe, by our committee yesterday that was our first job, and I think that we are well over half way toward that goal. That is to say, a like number of members have been recruited within the las year or two into the Institute. That job seems very simple to me.

I think by a well-organized campaign, one in which members of the Institute from the various parts of the State will personally contact those who are not members, and explain the program, and why we want to join the Institute, I feel sure within the next year we can accomplish that.

However, the problem seems to go further than that. I was impressed yesterday for the first time that there are a number of men, architects, who feel that we will not completely solve our problem by just having eighty per cent of the members as members of the Institute. I am just a new member of the Institute myself, but it appears that the State Chapter has a minimum of discussions of the sort we are having today; in fact, no such discussions as we are having today. It functions almost entirely — correct me, you oldsters, if I am wrong — as a social organization, with a limited educational program and business program.

I am sure that those of you who have been members of the association would be very loathe to give up the democratic processes we have enjoyed in the State Association. However, it is my hope, and I think it is the hope of quite a few others, that, forgetting names, all we want in this State is one organization



A KOHLER washroom solves many problems

Home owners are becoming more aware of the value of added sanitary convenience. The appeal of a Kohler washroom is especially pronounced, for it takes little space, yet it answers many needs—reducing through-the-house traffic, providing convenience for guests, and simplifying child training.

The fixtures in the washroom above are the Jamestown vitreous china lavatory, with Centra mixer-type fitting made of durable chromium-plated brass; and the quiet, smooth-functioning Bolton closet. Write for latest information on products available. Kohler Co., Kohler, Wisconsin.

KOHLEROFKOHLER

PLUMBING FIXTURES . HEATING EQUIPMENT . ELECTRIC PLANTS

which will solve our problems effectively, rather than a duplication of effort, as explained by Mr. Gamber this noon. I feel in time it can be accomplished.

But is seems our first problem is one of complying with the Institute's requirement of having eighty per cent of our organized architects as members of the Institute.

Our committees will continue to function. The Chapter Committee and the State Association Committee will continue to function. We will organize a program during the coming year for increasing this membership, and we should be thinking, all of us, about the sort of an organization we want in this State after December, 1948.

We have been procrastinating, and I think we really have been procrastinating, because we could have had this thing solved now if we had really set ourselves to it. But we cannot really procrastinate be-

yond our next national convention.

There is one thing I want you to be thinking about, and that is this: It has often been mentioned that there are a number of architects in this State, good, active, practical architects, who never will want a full corporate membership in the Institute, and it is deplored by some that they should be deprived of representation in a State Organization. Well, I understand — and I stand corrected if I am not stating this properly that it is possible — that it will be possible even after we have dissolved the State Association, if we so decide, to have a type of membership. I don't know what it will be called. It won't be the usual association membership because that can only go on for three years. But there can be a membership, voting only on State affairs, which will not be a full membership in the Institute, and which can go on indefinitely. Is that true, Mr. Gamber?

MR. GAMBER: They have that in three States now—

Florida, Louisiana and Texas.

MR. STRANG: I think that is very important to remember, and that type of membership can be extended to those members who do not want to belong to the Institute as corporate members.

It has also been mentioned that objections raised in our State were raised with reference to our saying we are a part of a national organization. Our State Legislature and other public bodies in the State frown on the idea of having representatives of our organization go to Madison, or before committees, saying they are members of the American Institute of Architects. I feel that that is a matter of small importance. We can call ourselves the Wisconsin Society of Architects if we want to. We can call ourselves the State Association, I expect, although I would say to wipe the slate clean it might be better for us to adopt a name such as the Wisconsin Society of Architects. We will be affiliated with the American Institute of Architects just as we are now so far as that is concerned, but actually we are a state body operating independently of the national organization. I don't see any reason why any stigma should be attached to our efforts just because we are affiliated with the American Institute.

MR. GAMBER: Mr. Chairman, may I just say a word on the last statement by Mr. Strang; that that same question has come up in other States, and we in Michigan employed legal counsel, and we had a ruling from the Attorney General there, that there could be no objection, or no question raised to calling it the Michigan Society of Architects, either a Chapter of the American Institute of Architects, or affiliated with the American Institute of Architects, and our dealings on the State level with State officials, or the State Legislature would be perfectly in order. Other States raised about the same question and got about the same kind of an answer.

PRESIDENT PFALLER: Any further discussion?

MEMBER: Mr. President, since this unification was first broached, or proposed, and since the time that we voted to endorse the program, I have had a change of heart, and I think some of the other members have, also. While I think it is fine to attempt to get all of the members of our State Association who are eligible, and we can get to join, I very seriously doubt, in fact, I venture to predict that this State Association will not be dissolved for several years, at least, after the deadline of January of 1949. I should hate to see this association dissolved. I think there is a field of endeavor

May your Holiday be joyful, your New Year happy and prosperous

Wisconsin Chapter of Producers' Council, Inc.



MITCHELL 6800

W. H. PIPKORN CO.

South End of 16th Street Viaduct

1548 W. BRUCE STREET

MILWAUKEE 4, WIS.

Everything in Building Materials and Reinforcing Steel

that they can cover that cannot be covered by an Institute. I don't think there need necessarily be a duplication of effort, but I should hate to give up my membership in this State Association. As a matter of fact, since the unification has been broached I actually think the State Association has grown in numbers and in strength, and in every way. Then again, I want to predict, I am sure you are not going to be able to dissolve this organization for several years.

MR. GAMBER: May I speak to that, Mr. President? I think, unless I misunderstand, that possibly there is some little misunderstanding as to what is proposed. There is no attempt, no thought, no intention that any State Association shall be dissolved by any arbitrary ruling of the Institute. As Mr. Strang explained, the convention action was that on January 1, 1949 State Association membership in the Institute would be discontinued. That does not mean that this State Association would be dissolved, nor is there any idea, sir, that it shall be dissolved.

On the other point that you raised, that the Institute cannot function as well as the State Association; that is true. The Institute cannot attempt to function except on a national scale, and for that reason those who framed up the original program for unification in 1943 realized that all professional activity begins in the local group — maybe a very small group of only a few members, like some of your divisions here in the State. That is its function on the local level.

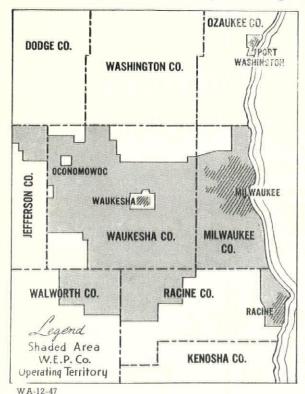
Then there must be a State organization, or a group of each division, such as you now have, which will function at the State level, and then the Institute acts on the National level. In other words, the question of national importance can arise in a small local group, in five or six individuals way out in the sticks. It can be brought up to the State level for further development and action, and then carried on to the national level.

The Institute does not want to take part in State affairs. The program set forth in 1943 said that each State organization should be autonomous. There is no thought of interference, or no thought of attempting to tell local Chapters, the local Division, or the State Organization what it shall do. The only thought in mind of those who proposed the unification program was that all of these organizations, call them by any name you please, shall be components of the national organization so that we may all work together at every level for the good of the profession.

I said here two years ago, as I remember it, that the activities of the profession start in the grass roots of our society, and that they are going up step by step until they reach the national level, if they must go that high. I think most of our problems are at the State level, and this State Association in Wisconsin, or whatever other association may take its place, will continue to handle those problems at the State level.

PRESIDENT PFALLER: Well, have you any more questions? Mr. Strang said that we need about twenty-three more to complete the unification process. Therefore, we will have another convention before that time, and probably at the next convention you will be able to decide just exactly where we stand.

Consultation Service



Offered to Architects

In the Territory Served by Wisconsin Electric Power Company

You are invited to consult us on any electrical matters pertaining to:

POWER SUPPLY INDUSTRIAL POWER INDUSTRIAL LIGHTING ELECTRIC HEATING AIR CONDITIONING
LIGHTING (Residential, Commercial)
COMMERCIAL
COOKING AND
BAKING

Whatever electrical problem you may have, call us . . .

PHONE DALY 6600

The Electric Co.

WISCONSIN ELECTRIC POWER CO.

TRAIN APPRENTICES TO PREVENT LABOR SHORTAGES

Shortages of skilled building trades workers will delay the construction of housing and other needed buildings next year unless all builders and contractors, large and small, make provision for training a maximum number of apprentices, Douglas Whitlock, chairman of the Building Products Institute, stated recently in an address before the Ohio Home Builders Association.

"Up to the present time, apprentice training had made the best progress in localities where employers and labor unions have formed joint apprenticeship committees," Mr. Whitlock said. "Comparable progress has not been made in the training of apprentices in smaller communities served by homebuilders and small contractors.

"The Apprentice Training Service of the U. S. Department of Labor, which has done an outstanding job in helping to place more than 110,000 veterans and other young men in registered training courses, can be equally helpful to these builders and contractors.

"Experience to date shows clearly that thousands of young men are eager to enter the building trades when opportunities are opened up. The unprecedented demand for homes, schools, stores, and other buildings, together with the higher level of wages, makes careers in the building industry more attractive than ever before.

"According to recent estimates, the volume of new construction is expected to increase about 13 per cent next year. An increase of that size would require about 200,000 more skilled workers than were available in 1947.

"Apprentice training must be started before shortages of skilled workers become critical if delays in building are to be avoided. Although apprentices in some trades can attain a high degree of productivity within a few weeks after training starts, workers in other lines need several months to acquire sufficient skill to make them reasonably productive."

Congressional and Administration proposals to restrict mortgage credit threaten to retard the construction of new housing, including badly needed rental units, Douglas Whitlock, chairman of the Building Products Institute, stated at a joint meeting of the Chicago Chapter of the Producers' Council of the Chicago Building Congress.

"The government will have to make a choice as to whether it is going to encourage construction of the maximum number of homes for veterans or cut back the volume of home building by curtailing mortgage credit as part of an overall campaign to combat inflationary forces," Mr. Whitlock said.

QUALITY... GLAZED BRICK AND TILE, FACE BRICK, COMMON BRICK, FIRE BRICK AND HIGH TEMPERATURE CEMENTS

Wisconsin Face Brick & Supply Corp.

4485 N. Green Bay Ave. CONCORD 4770 Milwaukee, Wis.

BRIXMENT the leading masonry cement

"Both Senator Taft and Federal Reserve Board Chairman Eccles have publicly stated that steps should be taken to revise the Federal government's mortgage insurance operations, though no specific plans for doing so have been advanced so far.

"Home building reached an all-time peak several months ago and has continued at a rate approaching one million homes a year for several months. The spurt came almost immediately after the cumbersome emergency controls on residential construction were removed.

"In just four months after June 30, 1947, the number of new housing units started rose from 75,000 to 92,000 a month, a gain of 23 per cent. Obviously no action should be taken to reduce this high level of home building until all alternative possibilities have been weighed carefully.

"Should the volume of private building be reduced, there is sure to be a renewed insistence on a large program of public housing to be financed by the government, and the building of additional homes at public expense would be just as inflationary as an equal amount of privately built housing."

ters were never published, but at length Godwin, the editor, launched a slightly irritable leader, pointing out that hard work was a better cure for dissatisfaction than writing to the press. This elderly and rather thoughtless patronage evoked from a new correspondent, writing over the pseudonym 'R', a stream of vivacious and provocative copy to which Godwin, shrewd editor that he was, allowed free rein for some

FLOORING

FOR

RESIDENTIAL, PUBLIC BUILDINGS OR

COMMERCIAL USE

- MAPLE, BEECH, BIRCH
- and WISCONSIN OAK
 - VIBCOLIDII .

in

- STRIP, HERRINGBONE and
 - ASSEMBLED BLOCK FORM

OUR MAPLE, BEECH and BIRCH flooring is guaranteed MFMA (Maple Flooring Manufacturers Association) grade and manufacture.

Architects

ADDRESS YOUR FLOORING PROBLEMS TO US

HOLT HARDWOOD CO.

OCONTO, WISCONSIN

months. . . . By the end of the year, the Editor of The Builder had had enough of Mr. Kerr, whereupon the latter published everything he had written and a good deal more in the form of a duodecimo volume entitled 'The Newleafe Discourses.'

"Meanwhile, the Editor had softened towards another of the younger generation, for in the issue for September 26, 1846, there appeared, over the signature of 'An Architectural Student,' a letter complaining in modest, moderate but distinct terms of the complete lack of any provision to supplement the thin educational diet of an architect's pupil. The writer stated that he had tried, for six or seven months, to learn something at the Government School of Design in Somerset House. He had been given some very nice ornaments to copy but on asking for more substantial instruction had been candidly told that the School of Design could not possibly teach architecture because it would interfere with the rights of private individuals—or, in other words, the vested interests of Mr. Pecksniff.

"The letter went on to suggest, very humbly, that if the Government could not break down this barrier against learning, it was possible that the students themselves might. They might even start a school of their own. 'What is to prevent such,' said the writer, 'if a number of us put our shoulders to the wheel and form it?'

"Now, the writer of this letter was Charles Gray. He was articled to Henry Mawley (architect of, among other things, the Bedford Estate Office in Montagu Street). It seems that he knew Godwin of The Builder personally and was, no doubt, responsible for this gentleman's change of heart. Anyway, his letter found an echo in the starved spirits of countless architectural pupils, all over the country. It was the signal for something to begin.

"If James Wylson may be regarded as the protofounder of the Architectural Association, Robert Kerr and Charles Gray are its unquestionable founders. Gray, when he penned that momentous letter to The Builder, was 18. Kerr had reached the imposing age of 23. Both were ambitious to be architects—preferably great architects. Both felt the architectural climate of 1846 to be perfectly intolerable to men of spirit. And when Kerr got in touch with Gray towards the end of the year, they felt themselves jointly prepared to set about what Kerr, in later years, referred to as 'a stirring of dry bones."

Architectural Photography

... Architects, let us record your work. We specialize in making photographs of buildings — both for albums and office display.

THE FRED R. STANGER

PHOTOGRAPHIC STUDIO

1012 N. Third Street Room 311
Milwaukee 3, Wis. Phone Broadway 6886

Rundle-Spence

MANUFACTURING COMPANY

PLUMBING, HEATING and MILL SUPPLY

MILWAUKEE - MADISON

1327 UNIVERSITY AVE. MADISON 5, WIS.
Phone Badger 208

445 N. FOURTH STREET MILWAUKEE 3, WIS.
Phone MArquette 2500

ARCHITECTS, ENGINEERS and ARTISTS MATERIALS

DRAFTING ROOM FURNITURE

Blueprints & Photostats



At Bridge

115 EAST WELLS STREET

MILWAUKEE

"We know rather little about Charles Gray, but Kerr, in his youth, must have been a splendid person. Aberdonian by birth and education, he had, like Martin Chuzzlewit, paid a short visit to the United States where he had, in his own words, 'imbibed certain American notions.' He had inbibed among other things, a swaggering belief that almost anything could be done if one really wanted to do it. He, Kerr, wanted to revolutionise English architecture. We are told and can well believe that he possessed 'a gift of fluent and effective oratory which would have been regarded as exceptional in any gathering of Englishmen.' To this was added the advantage of an astonishingly facile pen. It is still possible to read 'The Newleafe Discourses' with some pleasure and amusement. They are rarely witty, never profound, but there is a gay, garrulous irresponsibility about them which carries the reader happily from page to page. They aim to show, in a series of rhetorical dialogues (coloured, I suspect, by a reading of Carlyle) that architecture is a Fine Art, and nothing else whatever; that it has nothing to do with archaeology, old churches, drains, supervision of builders or partywall disputes; that living architects are, with the possible exception of Professor Cockerell, idiots or criminals; and that the Royal Institute of British Architects is a concern run by crooked tradesmen and doting antiquarians for their own largely dishonest amusement.

"Kerr's spirit, his oratory and fighting capacity soon made him the centre of a little group, all fired by

Gray's published protest and all prepared to do some vigorous stirring of dry bones. These youngsters were mostly articled pupils—Martin Chuzzlewits—who, like Charles Gray, felt strongly that if architects would not or could not teach the people from whom they get premiums, those people must find some way of teaching themselves. Clearly the first step was to associate, but before that step was taken one of their number stumbled across the mouse-like activities of the Association of Architecural Draughtsmen. Here, it seemed, was a Society, already four years old, whose aims mildly foreshadowed those of the organisation envisaged by Kerr and Gray.

QUALITY ...

GLAZED BRICK AND TILE, FACE BRICK, COMMON BRICK

GAGNON CLAY PRODUCTS CO.

526 S. Broadway HOWARD 78 Green Bay, Wis.

BRIXMENT the leading masonry cement

MRS. ALEXANDER C. GUTH MAGAZINE SUBSCRIPTIONS

West 9179J

Milwaukee 3, Wis.

2104 W. Juneau Ave.



- PHOTOSTATS -

Enlargements and Reductions Kept to Your

Exact Specifications

- * BLUE LINE PRINTS
- . . . any size reduced or enlarged
- * VANDYKES
- * B. W. PRINTS
- * PHOTO TRACINGS
- * COPY-FLEX... Reproductions
 (Inexpensive copies made from blue prints)

Prompt Service

Plant Operating Around the Clock

Drawing Materials - Instruments - Hamilton Furniture -

DAVID WHITE CO.
315 W. Court Street - MA 6934

T. C. ESSER CO.

PAINTS
GLASS
WALL PAPER
MIRRORS
GLASS BLOCK

CHURCH STAINED GLASS

MILWAUKEE

OSHKOSH

LA CROSSE

Zonolite* Insulating Concrete Roof Decks



EFFICIENT
 FIREPROOF

LIGHT-WEIGHT

Western Mineral Products Co.

MONOLITHIC

PERMANENT

Roof Fills:

Zonolite Insulating Concrete, 8-to-1 mix ("K" factor .60 B. T. U. per inch of thickness) over metal decks, wood decks, sand concrete structural decks, etc.

Structural Roof Decks:

Zonolite Insulating Concrete, 4-to-1 mix ("K" factor .79 B. T. U. per inch of thickness) over Steeltex, ribbed metal lath, waterproof gypsum board, or similar form.

Specify Zonolite Insulating Concrete for Radiant Heat Floors, Too.

Technical Folders Gladly Furnished on Request

WESTERN MINERAL PRODUCTS COMPANY

PROCESSING DISTRIBUTORS

General Offices: 1720 Madison Street N. E.
Minneapolis 13, Minnesota

Plants at Minneapolis - Omaha - Milwaukee

1720 N	Aadis	on S	treet	N. E.			
Minne	apolis	13,	Min	nesota			
Please	send	me	vour	technical	folders	on	Zonolite

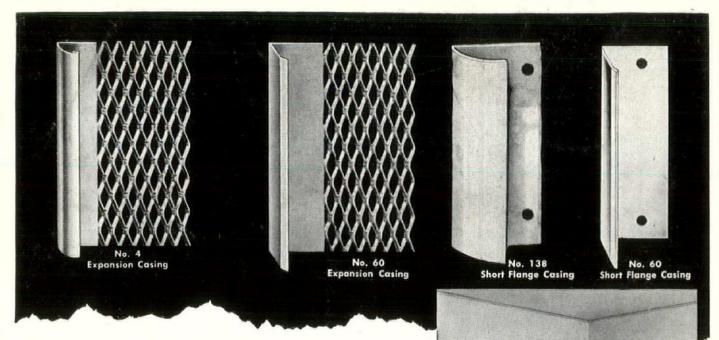
Please send me your technical folders on Zonolite Insulating Concrete roof decks and radiant heat floors.

Name____

Address_____

City Zone State

★Zonolite is the registered trade mark of the Universal Zonolite Insulation Co.



You build a reputation for substantial, good-looking interiors—with

Steel Casings for doors and windows



The permanence of steel prevents warping, hrinking, rotting, etc., and provides greater resistance to fire and impact. Casings act as a trim and also as a ground for the plaster.

Sound, durable construction

The expanded metal wing feature of Milcor Plastered-In Steel Casings provides a secure bond and key for the plaster around doors, windows, and other wall openings. The crack-resistant, flush-tight junction of wall and casing insures a sanitary finish and enduring beauty.

The appeal of "added spaciousness"

Where 'heavy' types of trim appear to shrink a room, Milcor Plastered-In Steel Casings expose only a narrow face flush with the plaster surface, to give a feeling of greater roominess...an air of smartness.

Simple, speedy erection

Because all styles of Milcor Casings are straight and uniform, the builder gets perfect mitres at corners—and a neat, invisible union with the plaster surface.

The final cost of installing Milcor Casings is usually less than for a well-finished job with less durable materials, because: Erection is easier. No sanding is required for finishing. Milcor Casings require fewer coats of paint. There is no warping or misfitting, even in the presence of moisture; there are no adjustments to make after the job is completed.



Write today for your free copy of the Milcor Metal Trim catalog.

MILCOR STEEL COMPANY, MILWAUKEE 1, WISCONSIN

Inland Steel Products

Baltimore 24, Maryland Cincinnati 25, Ohio Kansas City 8, Missouri Buffalo 11, New York Cleveland 14, Ohio Los Angeles 23, California Chicago 9, Illinois Detroit 2, Michigan Rochester 9, New York